ELSEVIER

Intern. J. of Research in Marketing 16 (1999) 331–332

International Journal of
Research in Marketing

Author Index Volume 16 (1999)

Agrawal, J. and **W.A. Kamakura**, Country of origin: A competitive advantage? 16 (1999) 255
Ahearne, M., T.W. Gruen and **C.B. Jarvis**, If looks could sell: Moderation and mediation of the attractiveness effect on salesperson performance 16 (1999) 269
Ailawadi, K.L., P.W. Farris and **M.E. Parry**, Market share and ROI: Observing the effect of unobserved variables 16 (1999) 17
Ailawadi, K.L., K. Gedenk and **S.A. Neslin**, Heterogeneity and purchase event feedback in choice models: An empirical analysis with implications for model building 16 (1999) 177
Ambler, T., C. Styles and **X. Wang**, The effect of channel relationships and guanxi on the performance of inter-province export ventures in the People's Republic of China 16 (1999) 75

Batra, R., *see* **Sinha, I.** 16 (1999) 237
Bauer, H.H., *see* **Johnson, M.D.** 16 (1999) 129
Baumgartner, H., *see* **Pieters, R.** 16 (1999) 113
Bijmolt, T.H.A., Book Review of *Market Segmentation: Conceptual and Methodological Foundations* 16 (1999) 319
Bijmolt, T.H.A., *see* **Kim, J.** 16 (1999) 35
Bijmolt, T., *see* **Pieters, R.** 16 (1999) 113
Bridges, E., *see* **Kim, N.** 16 (1999) 95

Chatterjee, R., *see* **Kim, J.** 16 (1999) 35

Dearden, J.A., G.L. Lilien and **E. Yoon**, Marketing and production capacity strategy for non-differentiated products: Winning and losing at the capacity cycle game 16 (1999) 57
Degeratu, A.M., Estimation bias in choice models with last choice feedback 16 (1999) 285
DeSarbo, W.S., *see* **Kim, J.** 16 (1999) 35

Elrod, T., *see* **Häubl, G.** 16 (1999) 199

Farris, P.W., *see* **Ailawadi, K.L.** 16 (1999) 17

Gedenk, K., *see* **Ailawadi, K.L.** 16 (1999) 177
Gruen, T.W., *see* **Ahearne, M.** 16 (1999) 269

Häubl, G. and **T. Elrod**, The impact of congruity between brand name and country of production on consumers' product quality judgments 16 (1999) 199
Herrmann, A., *see* **Johnson, M.D.** 16 (1999) 129
Hu, M.Y., M. Shanker and **M.S. Hung**, Estimation of posterior probabilities of consumer situational choices with neural network classifiers 16 (1999) 307
Hung, M.S., *see* **Hu, M.Y.** 16 (1999) 307

Jarvis, C.B., *see* **Ahearne, M.** 16 (1999) 269
Johnson, M.D., A. Herrmann and **H.H. Bauer**, The effects of price bundling on consumer evaluations of product offerings 16 (1999) 129

Kamakura, W.A., *see* **Agrawal, J.** 16 (1999) 255
Kim, J., R. Chatterjee, W.S. DeSarbo and **T.H.A. Bijmolt**, Incorporating context effects in the multidimensional scaling of 'pick any/N' choice data 16 (1999) 35
Kim, K., On determinants of joint action in industrial distributor–supplier relationships: Beyond economic efficiency 16 (1999) 217
Kim, N., E. Bridges and **R.K. Srivastava**, A simultaneous model for innovative product category sales diffusion and competitive dynamics 16 (1999) 95
Kim, N. and **P.M. Parker**, Collusive conduct in private label markets 16 (1999) 143

Lilien, G.L., *see* **Dearden, J.A.** 16 (1999) 57

Neslin, S.A., *see* **Ailawadi, K.L.** 16 (1999) 177

Parker, P.M., *see* **Kim, N.** 16 (1999) 143
Parry, M.E., *see* **Ailawadi, K.L.** 16 (1999) 17
Pieters, R., H. Baumgartner, J. Vermunt and **T. Bijmolt**, Importance and similarity in the evolving citation network of the *International Journal of Research in Marketing* 16 (1999) 113
Pieters, R. and **L. Warlop**, Visual attention during brand choice: The impact of time pressure and task motivation 16 (1999) 1

Scholderer, J., Book Review of *Die Kausalanalyse: Ein Instrument der empirischen betriebswirtschaftlichen Forschung* 16 (1999) 89
Shanker, M., *see* **Hu, M.Y.** 16 (1999) 307
Sinha, I. and **R. Batra**, The effect of consumer price consciousness on private label purchase 16 (1999) 237
Srivastava, R.K., *see* **Kim, N.** 16 (1999) 95
Stauss, B., Book Review of *Services Marketing Management: An International Perspective* 16 (1999) 327
Styles, C., *see* **Ambler, T.** 16 (1999) 75
van Everdingen, Y.M. and **E. Waarts**, Book Review of *Product Management* 16 (1999) 323
Vermunt, J., *see* **Pieters, R.** 16 (1999) 113
Waarts, E., *see* **van Everdingen, Y.M.** 16 (1999) 323
Wang, X., *see* **Ambler, T.** 16 (1999) 75
Warlop, L., *see* **Pieters, R.** 16 (1999) 1
Yoon, E., *see* **Dearden, J.A.** 16 (1999) 57